planning and implementing
computer-based

management information systems

american
management
association

WHAT HAPPENS WHEN YOU STOP THINKING OF COMPUTERS AS OFFICE EQUIPMENT — AND START THINKING ABOUT M.I.S.?

At that moment you step out of the ranks of managers disappointed by piece-meal EDP applications and limited EDP objectives. And you join the company of hardened managers who view the computer's capacity for problem solving as more significant than faster and faster processing of historical data.

This change of attitude is characteristic among increasing numbers of today's more progressive managers. For if the computer does nothing else, it is teaching management that information and organization are not merely vital to company success — they are crucially interdependent.

The company that organizes purposefully to plan and implement a computer-based Management Information System (M.I.S.) gains a definite competitive as well as managerial advantage. As soon as managers accept their planning responsibilities in implementing M.I. systems they can look forward to obtaining the kind of *strategic information* that enables them to allocate resources to product markets which offer maximum potential return in the future. And operating managers can expect to receive the kind of *operating information* that enables them to organize, control costs, produce and develop the product line, and merchandise it so as to get the best possible performance out of the company's investment in current market assignments.

How soon you and your company can anticipate a more realistic view of your over-all business activities and so better appreciate the total management problem confronting you depends on the degree to which you as a manager are involved in planning an M.I. system.

The initial question facing you is: How should you and your task force choose to thread your way through the maze of complex organizational and procedural difficulties that often obscure considerations vital to a successful M.I. system? You and your colleagues can arm yourselves with valuable guidelines by attending AMA's highly popular Briefing Session . . . Planning and Implementing Computer-Based Management Information Systems.

CHECK THE OUTLINE OPPOSITE FOR FULL DETAILS — THEN REGISTER TODAY.

Over-all attendance at this meeting must be limited, so register now to ensure your places. Simply fill out and return the clip-out card. Or, for immediate confirmation of your reservations, wire or phone AMA's Registrar in New York City.

Planning and Implementing Computer-Based Management Information Systems

Briefing Session #6397-03
Americana Hotel, New York City
September 7-9, 1966

Who should attend: Management executives in all functional areas involved in actively developing the company Management Information System; members of the task force for developing M.I.S. as well as top management executives concerned with and involved in the problems of identifying and evaluating data essential to sound decisions on planning, operating and controlling the activities of the company.

The real value of this Briefing Session lies in the important guidelines which are offered to management by one of the nation's most outstanding groups of authorities in this new field. These men will be on hand to explain how a management task force organizes and functions to provide the critical plan for an M.I. system — and how that system incorporates major EDP applications for speeding the flow of information — structured facts on mainstream business activities assembled in meaningful order — to decision-making teams responsible for management strategy, planning, operations and control.

BRIEFING SESSION OUTLINE

I. IMPACT OF THE COMPUTER ON MANAGEMENT

II. OBJECTIVES, NEED AND VALUE OF AN EFFECTIVE MANAGEMENT INFORMATION SYSTEM
   A. Relationship to Long-Range Corporate Planning and Growth
   B. Centralized and Decentralized Company Information Systems
   C. Analysis of Long- and Short-Term Management Information Needs

III. ORGANIZING FOR EFFECTIVE ACTION
   A. Organization and Staffing of Management Systems and Data Processing Personnel
   B. Use of the Task Force Approach
   C. Use of Outside Consultants
   D. Centralized vs. Decentralized Company Structural Information Planning Requirements

IV. PHILOSOPHIES AND APPROACHES TO MANAGEMENT INFORMATION SYSTEMS
   A. Design of Total Management Information Systems
   B. Planning Operating and Control Systems
   C. Top-Down vs. Bottom-Up Approach
   D. Functional Approaches and Modular Planning
   E. Case Studies

V. INFORMATION AND DECISION MAKING
   A. Programed vs. Non-Programed Decisions
   B. Data Banks and Management Information Systems

VI. MANAGEMENT CONTROL SYSTEMS TODAY
   A. Trends and Growth of Importance in Industry and Government
   B. Meeting External Information Requirements
   C. Controlling the Cost of Information Systems

VII. MANAGEMENT REPORTS
   A. Class of Information — Operating, Control and Decision-Making Information
   B. Problems of Information Timing — Historical vs. Current vs. Projected Reporting
   C. Responsibility Reporting
   D. Communicating with the Management Information Systems
   E. Reducing Reports

VIII. INFORMATION SYSTEMS STUDY TECHNIQUES
   A. Documentation and Organization Study Plans
   B. Time Grid Techniques
   C. Others

IX. POTENTIALS FOR ON-LINE AND REAL-TIME SYSTEMS
   A. On-Line and Real-Time Operations
   B. Advantages and Economics
   C. Management Information Systems Applications

X. TIME-SHARING CONSIDERATIONS FOR MANAGEMENT INFORMATION SYSTEMS

XI. OUTPUT AND DISPLAY TECHNIQUES

XII. PROBLEMS OF REGISTRANTS

Chairmen & Guest Speakers Include:

LOUIS C. KOPENY
Manager of Business Systems — Planning & Control
Autonetics Division
North American Aviation, Inc.
Anaheim, Calif.

CHARLES BLOCK
Vice-President
Advanced Systems Planning & Operations Research
Chase Manhattan Bank
New York, N. Y.

ROGER W. BORNEMAN
Manager, Systems Development
Atlantic Richfield Co.
Philadelphia, Pa.

ELLIS M. SAUMS
Manager, Systems Planning & Control
Information Systems Department
General Foods Corp.
White Plains, N. Y.

DR. ROBERT A. DUNLOP
Manager, Corporate Management — Terminals & Displays
International Business Machines Corp.
Armonk, N. Y.

ROBERT E. ANDERSON
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Honeywell Inc.
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KENNETH A. MUILENBERG
Manager, Systems & Procedures — Data Processing
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ELDY R. DICKEY
Manager, Consultant Relations
EDP Division
Radio Corporation of America
Cherry Hill, N. J.

TED MILLS
Director
Information Management Facilities, Inc.
New York, N. Y.

JOSEPH P. CORY
Systems Design Representative
International Business Machines Corp.
New York, N. Y.

- **NAME** _____

  POSITION _____

  COMPANY _____

  STREET _____

  CITY _____ **STATE** _____ **ZIP** _____

- **NAME** _____

  POSITION _____

  COMPANY _____

  STREET _____

  CITY _____ **STATE** _____ **ZIP** _____

☐ Please register the above executives for AMA's Briefing Session #6397-03, PLANNING AND IMPLE-MENTING COMPUTER-BASED MANAGEMENT INFORMATION SYSTEMS, to be held September 7-9, 1966, at the Americana Hotel, New York City.

☐ PLEASE SEND MEMBERSHIP INFORMATION   5003/65   CHECK ENCLOSED ☐

To Register — fill out and return the card. Or, wire or phone the Registrar at the address given. Registrations must be made in advance, and may be made up to the time of the meeting, subject to confirmation. Applicants should not come to the meeting without advance confirmation. Confirmed registrations cancelled later than two weeks before the meeting are subject to a $25 service charge. Registrants whose applications have been confirmed and who fail to attend a meeting are liable for the entire fee unless they contact the Registrar *prior to the meeting* to cancel their reservations.

Hotel Accommodations — AMA does not arrange hotel accommodations. However, the Americana Hotel (7th Ave. at 52nd St.) will hold a limited number of rooms for registrants up to two weeks before your meeting starts. These rooms will be at either the Americana Hotel itself, or at the City Squire Inn (affiliated with the Americana) — both within one block of the American Management Association Building. To take advantage of this service, act promptly to be sure of accommodations. Please *contact the Americana Hotel directly* for reservations, mentioning AMA to assure preferred treatment.

Registration Fees — The full fee is payable in advance and includes the cost of all luncheons and meeting materials.

Three-day meeting

AMA Members	**Nonmembers***
$150	$175

***Nonmembers:** Difference between member and nonmember registration fee can be applied to AMA membership. Check box on card for full information.

PRINTED IN U.S.A.   6-5003